



Application

Narrative

Cash Transmittal

Development Standards

Pre-application No.: 140-PA-2019

Project Name: SCOTTSDALE RESIDENCES

AFFIDAVIT OF AUTHORITY TO ACT FOR PROPERTY OWNER

1. This affidavit concerns the following parcel of land:

- a. Street Address: E. Main Street & 69th Street Scottsdale, AZ 85251
b. County Tax Assessor's Parcel Number APN: 130-11-003, 004, 005, 006, 007, 008, 009, 010, & 011
c. General Location Main St. and 69th St.
d. Parcel Size: 1.76 Acres (north of alley)
e. Legal Description: see attached

(If the land is a platted lot, then write the lot number, subdivision, name, and the plat's recording number and date. Otherwise, write "see attached legal description" and attach a legal description.)

2. I am the owner of the land or I am the duly and lawfully appointed agent of the owner of the land and have authority from the owner to sign this affidavit on the owner's behalf. If the land has more than one owner, then I am the agent for all of the owners, and the word "owner" in this affidavit refers to all of them.

3. I have authority from the owner to act for the owner before the City of Scottsdale with regard to any and all reviews, zoning map amendments, general plan amendments, development variances, abandonments, plats, lot splits, lot ties, use permits, building permits and other land use regulatory or related matters of every description involving the land, or involving adjacent or nearby lands in which the owner has (or may acquire) an interest and all applications, dedications, payments, assurances, decisions, agreements, legal documents, commitments, waivers and other matters relating to any of them.

4. The City of Scottsdale is authorized to rely on my authority as described in this affidavit until three work days after the day the owner delivers to the general manager of the Scottsdale Planning and Development Services Department a written statement revoking my authority.

5. I will immediately deliver to the general manager of the City of Scottsdale Planning and Development Services Department written notice of any change in the ownership of the land or in my authority to act for the owner.

6. If more than one person signs this affidavit, each of them, acting alone, shall have the authority described in this affidavit, and each of them warrant to the City of Scottsdale the authority of the others.

7. Under penalty of perjury, I warrant and represent to the City of Scottsdale that this affidavit is true and complete. I understand that any error or incomplete information in this affidavit or any applications may invalidate approvals or other actions taken by the City of Scottsdale, may otherwise delay or prevent development of the land and may expose me or the owner to other liability. I understand that people who have not signed this form may be prohibited from speaking for the owner at public meetings or in other city processes.

Name (printed)

J. Jeffrey Riggs

Date

3-14, 20

Signature

[Signature]

ADDRESS

E MAIN STREET & 69TH STREET
SCOTTSDALE, AZ 85251

PARCEL #

APN: 130-11-003, 004, 005, 006, 007, 008, 009, 010, & 011
DOWNTOWN MULTIPLE USE - D/DMU-2

LEGAL DESCRIPTION

PARCEL NO. 1
THE WEST HALF OF LOT 3, ALL OF LOTS 4 AND 5 AND THE EAST HALF OF LOT 6, BLOCK 1 OF
DUHAME HEIGHTS UNIT 1, ACCORDING TO BOOK 34 OF MAPS, PAGE 19, RECORDS OF
MARICOPA COUNTY, ARIZONA.

PARCEL NO. 2
LOT 7, THE WEST HALF OF LOT 6 AND THE EAST HALF OF LOT 8, BLOCK 1, OF DUHAME
HEIGHTS UNIT 1, ACCORDING TO BOOK 34 OF MAPS, PAGE 19, RECORDS OF MARICOPA
COUNTY, ARIZONA.

PARCEL NO. 3
LOT 14 AND THE WEST ONE-HALF OF LOT 15, BLOCK 1, OF DUHAME HEIGHTS UNIT 1,
ACCORDING TO BOOK 34 OF MAPS, PAGE 19, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL NO. 4
LOT 9 AND THE WEST HALF OF LOT 8, BLOCK 1, OF DUHAME HEIGHTS UNIT 1, ACCORDING TO
BOOK 34 OF MAPS, PAGE 19, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL NO. 5
LOTS 10 AND 11, BLOCK 1, OF DUHAME HEIGHTS, UNIT 1 ACCORDING TO BOOK 34 OF MAPS,
PAGE 19, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL NO. 6
THE EAST HALF OF LOT 15, ALL OF LOTS 16 AND 17 AND THE WEST HALF OF LOT 18, BLOCK 1,
OF DUHAME HEIGHTS UNIT 1, ACCORDING TO BOOK 34 OF MAPS, PAGE 19, RECORDS OF
MARICOPA COUNTY, ARIZONA.

APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS

POLICY OF THE CITY OF SCOTTSDALE ON APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS

RIGHTS OF PROPERTY OWNER

In addition to other rights granted to you by the U.S. and Arizona Constitution, federal and state law and city ordinances or regulations, you are hereby notified of your right to appeal the following City actions relating to your property:

- 1) Any dedication or exaction which is required of you by an administrative agency or official of the city as a condition of granting approval of your request to use, improve or develop your real property. This appeal right does not apply to a dedication or exaction required as part of a city legislative act (for example a zoning ordinance) where an administrative agency or official has no discretion to determine the dedication or exaction.
- 2) The adoption or amendment of a zoning regulation that creates a taking of property in violation of Arizona and federal court decisions.

APPEAL PROCEDURE

The appeal must be in writing and specify the City action appealed and the date final action was taken, and it must be filed with or mailed to the hearing officer designated by the city within 30 days after the final action is taken. Address the appeal as follows:

Hearing Officer, C/O City Clerk
3939 Drinkwater Blvd.
Scottsdale, AZ 85251

- ❖ No fee will be charged for filing
- ❖ The City Attorney's Office will review the appeal for compliance with the above requirements, and will notify you if your appeal does not comply.
- ❖ Eligible appeals will be forwarded to the hearing officer, and a hearing will be scheduled within 30 days of receipt by the hearing officer of your request. Ten days notice will be given to you of the date, time and place of the hearing unless you indicate that less notice is acceptable to you.
- ❖ The city will submit a takings impact report to the hearing officer.
- ❖ In an appeal from a dedication or exaction, the City will bear the burden of proving that the dedication or exaction to be imposed on your property bears an essential nexus between the requirement and a legitimate governmental interest and that the proposed dedication or exaction is roughly proportional to the impact of the use, improvement or development you proposed.
- ❖ In an appeal from the adoption or amendment of a zoning regulation, the City will bear the burden of proving that any dedication or exaction requirement in the zoning regulation is roughly proportional to the impact of the proposed use, improvement, or development, and that the zoning regulation does not create a taking of property in violation of Arizona and federal court cases.
- ❖ The hearing officer must render his decision within five working days after the appeal is heard.
- ❖ The hearing officer can modify or delete a dedication or exaction or, in the case of an appeal from a zoning regulation, transmit a recommendation to the City Council.
- ❖ If you are dissatisfied with the decision of the hearing officer, you may file a complaint for a trial de novo with the Superior Court within 30 days of the hearing officer's decision.

If you have questions about this appeal process, you may contact:

City Attorney's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2405

Please be aware that City staff cannot give you legal advice. You may wish, but are not required, to hire an attorney to represent you in an appeal.

**Owner Certification
Acknowledging Receipt
Of
Notice Of Right To Appeal
Exactions And Dedications**

I hereby certify that I am the owner of property located at:

E. MAIN STREET & 69TH STREET SCOTTSDALE, AZ 85251

(address where development approval, building permits, or city required improvements and dedications are being required)

and hereby certify that I have received a notice that explains my right to appeal all exactions and/or dedications required by the City of Scottsdale as part of my property development on the parcel listed in the above address.



Signature of Property Owner

3-14-19

Date

Development Application



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input checked="" type="checkbox"/> Rezoning (ZN) AMENDMENT TO EXISTING ZONING	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Project Name: Scottsdale Residences

Property's Address: E. Main Street & 69th Street Scottsdale, AZ 85251

Property's Current Zoning District Designation: Current Zoning: D/DMU-2 Previous Zoning: C-2 - DO & P-2, DO

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: Jeffrey Riggs (Contact for Owner is Chris Murdy)

Agent/Applicant: Paul Ladensack

Company: Main Street Scottsdale LLLP

Company: CCBG Architects, Inc.

Address: 6950 S. Potomac St. Centennial, CO 80112

Address: 102 E Buchanan Street Phoenix, AZ 85004

Phone: (303) 728-3706

Fax:

Phone: (602) 258-2211

Fax:

E-mail: chrismurdy@haselden.com

E-mail: pladensack@ccbg-architects.com

Designer: Paul Ladensack

Engineer:

Company: CCBG Architects, Inc.

Company:

Address: 102 E Buchanan Street Phoenix, AZ 85004

Address:

Phone: (602) 258-2211

Fax:

Phone:

Fax:

E-mail: pladensack@ccbg-architects.com

E-mail:

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.

☐

Enhanced Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.

☐

Standard Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature

Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.scottsdaleaz.gov

Development Application

Review Methodologies



Review Methodologies

The City of Scottsdale maintains a business and resident friendly approach to new development and improvements to existing developments. In order to provide for flexibility in the review of Development Applications, and Applications for Permitting, the City of Scottsdale provides two methodologies from which an owner or agent may choose to have the City process the application. The methodologies are:

1. Enhanced Application Review Methodology

Within the parameters of the Regulatory Bill-of-Rights of the Arizona Revised Statutes, the Enhanced Application Review method is intended to increase the likelihood that the applicant will obtain an earlier favorable written decision or recommendation upon completion of the city's reviews. To accomplish this objective, the Enhanced Application Review allows:

- the applicant and City staff to maintain open and frequent communication (written, electronic, telephone, meeting, etc.) during the application review;
- City staff and the applicant to collaboratively work together regarding an application; and
- City staff to make requests for additional information and the applicant to submit revisions to address code, ordinance, or policy deficiencies in an expeditious manner.

Generally, the on-going communication and the collaborative work environment will allow the review of an application to be expedited within the published Staff Review Time frames.

2. Standard Application Review Methodology:

Under the Standard Application Review, the application is processed in accordance with the Regulatory Bill-of-Rights of the Arizona Revised Statutes. These provisions significantly minimize the applicant's ability to collaboratively work with City Staff to resolve application code, ordinance, or policy deficiencies during the review of an application. After the completion the city's review, a written approval or denial, recommendation of approval or denial, or a written request for additional information will be provided.

The City is not required to provide an applicant the opportunity to resolve application deficiencies, and staff is not permitted to discuss or request additional information that may otherwise resolve a deficiency during the time the City has the application. Since the applicant's ability to collaboratively work with Staff's to resolve deficiencies is limited, the total Staff Review Time and the likelihood of a written denial, or recommendation of denial is significantly increased.

In addition to the information above, please review the Development Application, and/or the Application for Permitting flow charts. These flow charts provide a step-by-step graphic representation of the application processes for the associated review methodologies.

Note:

1. Please see the Current Planning Services and Long Range Planning Services Substantive Policy Statements and Staff Review Timeframes for Development Applications, number III.

Planning and Development Services

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Development Application

Arizona Revised Statutes Notice



§9-834. Prohibited acts by municipalities and employees; enforcement; notice

- A. A municipality shall not base a licensing decision in whole or in part on a licensing requirement or condition that is not specifically authorized by statute, rule, ordinance or code. A general grant of authority does not constitute a basis for imposing a licensing requirement or condition unless the authority specifically authorizes the requirement or condition.
- B. Unless specifically authorized, a municipality shall avoid duplication of other laws that do not enhance regulatory clarity and shall avoid dual permitting to the maximum extent practicable.
- C. This section does not prohibit municipal flexibility to issue licenses or adopt ordinances or codes.
- D. A municipality shall not request or initiate discussions with a person about waiving that person's rights.
- E. This section may be enforced in a private civil action and relief may be awarded against a municipality. The court may award reasonable attorney fees, damages and all fees associated with the license application to a party that prevails in an action against a municipality for a violation of this section.
- F. A municipal employee may not intentionally or knowingly violate this section. A violation of this section is cause for disciplinary action or dismissal pursuant to the municipality's adopted personnel policy.
- G. This section does not abrogate the immunity provided by section 12-820.01 or 12-820.02.

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.scottsdaleaz.gov

March 7, 2019

Via Hand-Delivery, to:

City of Scottsdale
Planning & Development Services Department
7447 East Indian School Road, Suite 105
Scottsdale, Arizona 85251

Re: Letter of Authorization – 140-PA-2019

To Whom It May Concern:

This letter authorizes the firms and companies of Haselden Construction, Berry Riddell LLC, and CCBG Architects, SEG Engineering and Technical Solutions to represent and act on behalf of Main Street Scottsdale, LLLP in connection with the Zoning and Development Review Board applications and related City matters for property located at 69th Street & Main Street the City of Scottsdale, Maricopa County, Arizona (APN#130-11-003, 004, 005, 006,007,008 009, 014A, 015A, 016, 017, and 018).

Main Street Scottsdale, LLLP

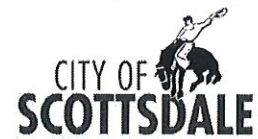
By: _____

Its: _____


Manager

Request To Submit Concurrent Development Applications

Acknowledgment and Agreement



The City of Scottsdale recognizes that a property owner may desire to submit concurrent development applications for separate purposes where one or more of the development applications are related to another development application. City Staff may agree to process concurrently where one or more the development applications related to the approval of another development application upon receipt of a complete form signed by the property owner.

Development Application Types		
Please check the appropriate box of the types of applications that you are requesting to submit concurrently		
Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input checked="" type="checkbox"/> Rezoning (ZN) AMENDMENT TO EXISTING ZONING	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Owner: J. Jeffrey Riggs (Contact for Owner is Chris Murdy)

Company: Main Street Scottsdale LLLP

Address: 6950 S. Potomac St. Centennial, CO 80112

Phone: (303) 728-3706

Fax: _____

E-mail: chrismurdy@haselden.com

As the property owner, by providing my signature below, I acknowledge and agree: 1) that the concurrent development applications are processed at the property owner's risk; 2) to hold the City harmless of all cost, expense, claims, or other liability arising in connection with the concurrent development applications; 3) to the City of Scottsdale's Substantive Policy Statement pertaining to Concurrent Applications; 4) to placing a development application on hold in order to continue processing a concurrent development application that is related to an another development application; and 5) that upon completion of the City review(s) of the development applications, one or more of the development application(s) may not be approved.

Property owner (Print Name): J. Jeffrey Riggs Title: Manager

Date: 3-14-19

Signature

Official Use Only:

Submittal Date: _____

Request: ☐ Approved or ☐ Denied

Staff Name (Print): _____

Staff Signature: _____

Date: _____

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov

SCOTTSDALE RESIDENCES

E. Main Street and 69th Street

140-PA-2019

Project Narrative

August 23, 2019



Prepared for **Main Street Scottsdale LLLP**

Berry Riddell, LLC

John V. Berry, Esq.
Michele Hammond, Principal Planner
6750 E. Camelback Road, Suite 100
Scottsdale, AZ 85251
(480) 385-2727

CCBG Architects, Inc.

Paul Ladensack, Principal
102 E Buchanan Street
Phoenix, AZ 85004
(602) 258-2211

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Property Information

Location:

E. Main Street & 69th Street

Property Size:

1.76+/- gross acres (north of alley)

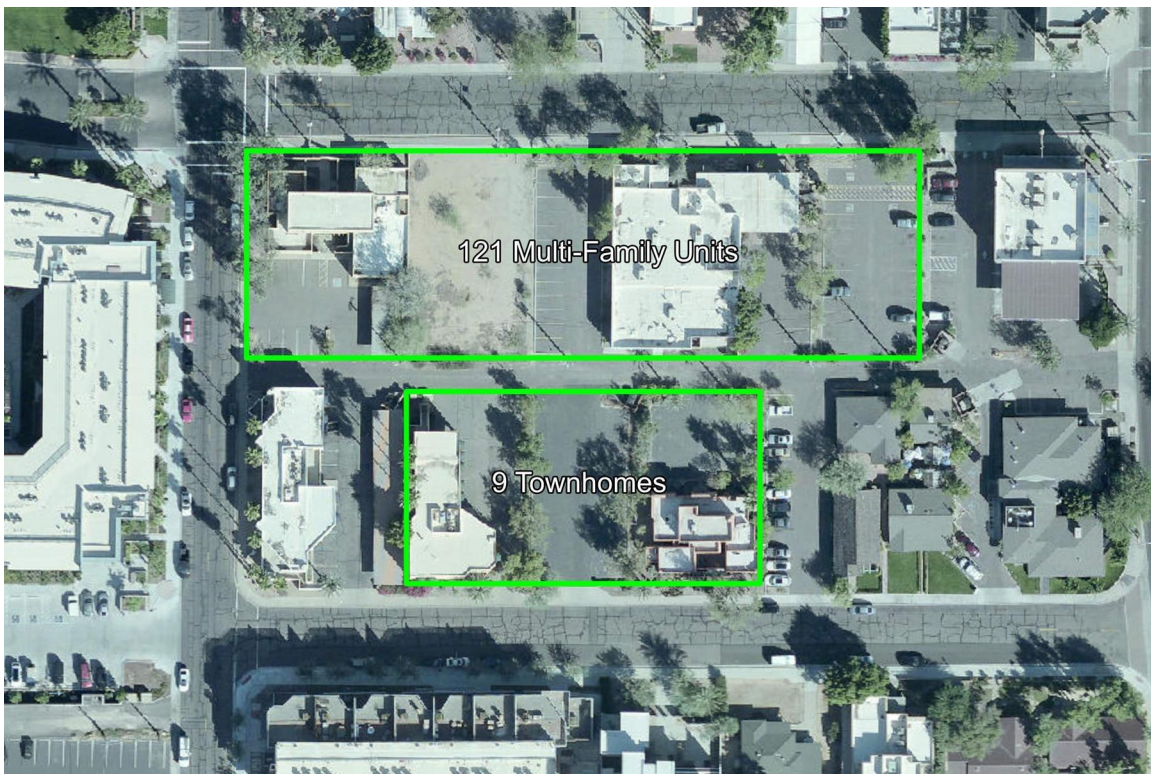
0.84 +/- gross acres along 1st Street (south of alley)

Total Site Area:

2.60 +/- gross acres

Zoning:

D/DMU-2 PBD DO (PBD Overlay District)



Project Overview

This request is for a revision to rezoning and site plan approval for a 2.60+/- gross acre site located north of the southeast corner of 69th Street and Main Street, which is located directly east of the Hotel Valley Ho in Downtown Scottsdale. The developer is requesting the site to be zoned a D/DMU-2 PBD DO for the density transfer between the two parcels (north and south of the alley). The applicant intends to redevelop the site with residential development consisting of 121 multi-family units and 9 townhome units (fee simple lots) in harmony with the goals and policies of the Old Town Scottsdale Character Area Plan adopted by City Council in 2018. The overall proposed density on the 2.60+/- acre is 50 du/ac, which is the maximum allowable under the Downtown Ordinance. The Property is surrounded by a variety of retail, live/work, resort, residential, entertainment and service related business in Downtown Scottsdale and is within close proximity to the gallery district and a range of employment opportunities.

2001 General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide as a framework for proposed development and the built environment.

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Character and Lifestyle
2. Economic Vitality
3. Neighborhoods
4. Open Space
5. Sustainability
6. Transportation

1. Character and Lifestyle

Goals and Approaches:

- A. The goal is to determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood, but not limited to:
- Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.
 - Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.
 - Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.
 - Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character that these uses are is a part of the pattern and intensity on how these uses integrate together. The Downtown is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty

retail, office, residential and hotel uses.

Our response:

The Downtown Zoning classification allows for higher residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with a rich pedestrian environment. This proposal is for 130 units on 2.60 acres. The property currently includes several older commercial office buildings and surface parking lots. The site is surrounded by a variety of retail, live/work, entertainment, residential, employment and service related business and is within close proximity of two of Scottsdale's largest employers, Honor Health and the City of Scottsdale. Additionally, this property is located approximately one-quarter mile west of Scottsdale Road a major north-south arterial with nearby access to public transportation and is only 2.5 miles away from Loop 101, both of which provide regional access. This site is ideally situated in a Downtown setting that offers all ingredients for urban residential development in a mixed-use setting.

The development incorporates to the north (Main Street), west (69th street) and south sides (1st Street), a connection to the public street that engages the exterior space, by opening up to expansive patios from every unit or townhome on the ground floor. Gathering spaces are pushed to the front of every unit to activate the public edge. The multi-family building lobby, through glass transparency also engages 69th street with activity.

Building mass with expressed strong vertical overhangs to create relieve, depth and shade will also reduce the scale of the building and provide visual interest. Overhangs serve as large balcony spaces extending the interior life of the units out towards the sidewalks, which intern offer visual as well as audible connection to the street. Instead of solid walls and a continuous massive wall, the main expression of the multi-family building along Main Street and 69th Street are large outdoor deep set balconies with transparent glazing which will animate the façade.

For the multi-family units, the second floor units are designed to create three courtyard spaces. These amenity decks are arranged to create 'private patio spaces' facing the alley, which articulates mass with relief and layering of landscape, screening elements, and unit enclosure. This unique design offers a layer of transparency, to allow the interior life of the third and fourth floor units to engage a strong visual connection to green spaces within the site. Water features at these areas will reinforce a calm, relaxing feel as well as acoustical reprieve. The sound of water will add interest and curiosity. Utilizing a sculpted landscaped strategy, these masses will be articulated in form and textured in material.

For the townhouses to the south, the ground floor offers depth, patios, planting and glazing which will engage the public sidewalk and liven the streetscape. The

use of shade and shadow by virtue of the building's façade will also add interest while not using the same façade on all 9 units. Variation in façade is key to the makeup of the street and block as a whole.

Site responsible landscaping and materials will provide a comfortable pedestrian scale by incorporating natural shading elements, and pathways that provide a unique blend of texture and filtered light up against building materials that introduce a level of transparency.

The urban setting will incorporate stylish site furnishings, identifiable hardscape patterns and unique elements that will enhance and blend into the context of the site.

Landscape is an important character of this particular part of Scottsdale and will be a primary component of both buildings' presence on Main Street, 69th Street, 1st Street and both sides of the adjacent alley.

The landscape character will incorporate familiar Sonoran desert vegetation and palm trees that will flourish in their unique urban environment while complimenting the architecture and responding to specific microclimatic conditions.

A unique and memorable landscape language will include patterns linking the streets, architecture and rooftop settings with identifiable layers, masses and accents while providing privacy and transparency for the residents.

Ground cover vegetation will be utilized along the street edge to provide a sense of human scale where appropriate to create a buffer between the pedestrian and vehicular circulation.

Site wall materials intend to provide a precise balance between privacy and transparency that both engage the street while providing privacy for interior spaces that face the street edge.

Goals and Approaches:

- B. The goal is to review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community, but not limited to:
 - Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.
 - Promote, evaluate and maintain the Scottsdale Sensitive Design

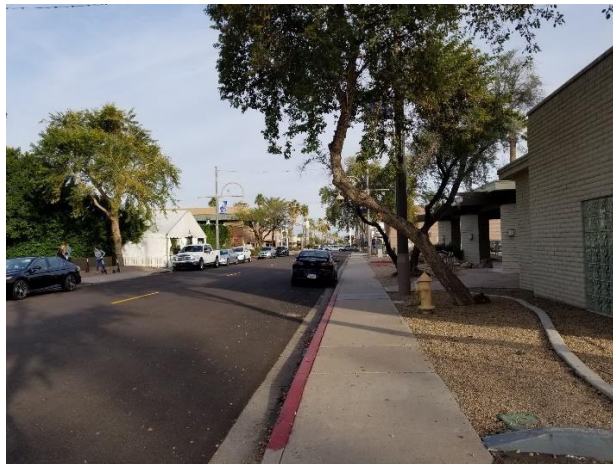
Principles that when followed will help improve and reinforce the quality of design in our community.

Our response:

The proposed site layout, architectural character and landscaping design respects the unique climate, vegetation and Scottsdale's Downtown urban context. Please reference the Scottsdale Sensitive Design Principles on page 35 of this document for a detailed response to each principle.

Goals and Approaches:

- C. Encourage “streetscapes” for major roadways that promote the City’s visual quality and character, and blend into the character of the surrounding area, but not limited to:
- Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving and landscaping, so that a comfortable setting can be created for this use-intensive area.
 - Other visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes. Each of these designated roadways have individual design guideline policies.



Existing Streetscape on Main Street looking East



Existing Streetscape on Main Street looking West

Our response:

Pedestrian circulation along both the perimeter and internal (alleyway) to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. This part of Downtown Scottsdale is unique, offering a rich pedestrian focused environment in a more relaxed and quiet setting. Fine-grained developments, dense local landscape, shaded ‘discovered’ courtyards and layering of materials are strategies inherent to this context that will be integrated into the two types of housing structures.

The townhomes and ground level multi-family units will have direct access to pedestrian connections and the streetscape to encourage walkability and street interaction. While different in their massing, size and housing type, both projects look to integrate into the vibrant and diverse street life in this neighborhood. Both projects are designed around the notion of a relaxed desert lifestyle in a pedestrian-oriented urban environment. The buildings will be outward focused encouraging residents to utilize the rest of Downtown Scottsdale on a daily basis for their everyday recreation, dining, social interaction and cultural needs. In addition, residents will be within walking distance of significant destinations such as the Valley Ho Resort, Scottsdale’s Museum of the West, SMOCA, Scottsdale Center for Performing Arts, Scottsdale Stadium, Scottsdale Fashion Square Mall and the Waterfront. Landscape at the pedestrian realm along the street frontages will be provided by a variety of palm trees accented with desert appropriate ground cover consistent with the Downtown Design Guidelines.

Goals and Approaches:

- D. Recognize the value and visual significance that landscaping has upon the but not limited to:
 - Require substantial landscaping be provided as part of new development or redevelopment.

- Maintain the landscaping materials and pattern within a character area.
- Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.
- Discourage plant materials that contribute substantial air-borne pollen.
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.
- Encourage the retention of mature landscape plant materials.

Our response:

The landscape character of the proposed multi-family building is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the intense heat and sun of the desert climate which creating a shaded vegetative pedestrian experience at the ground level. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas. The landscape palette selection varies from low ground cover vegetation to tall street trees along 69th Street and Main Street. The landscape is designed in such a way that will allow the vegetation to grow to a full mature age for each species without being hindered by the underground parking structure below. The tall street trees that require a larger root system are planted outside of the property boundary along the street edge, away from the underground parking structure to ensure a proper maturation.

Goals and Approaches:

- E. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City, but not limited to:
- Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.
 - Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.
 - Allow for lighting systems that support active pedestrian uses and contribute to public safety.

Our response:

Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents. Lighting designs will be commensurate with the quality architectural style proposed for the multi-family building; low-level with no glare and intrusion on neighboring properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along both street frontages and through the residential development. The site contains several existing street lights along Main Street that will remain in place.

Goals and Approaches:

- F. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community, but not limited to:
 - Allow for diversity of residential uses and supporting services that provide for the needs of the community.
 - Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Our response:

The Downtown District (Multiple Use Type 2 category) supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, functionally obsolete, commercial office properties and creating a thriving residential community with nearby access to supporting services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale.

Goals and Approaches:

- G. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions, but not limited to:
 - Integrate the pattern of land use and mobility systems in ways that allow

for shorter and fewer automobile trips and greater choices for mobility.

- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.

Our response:

The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of Loop 101, which provides regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the property is located near numerous employment and cultural destinations including the Museum of the West. Scottsdale Residences is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

2. Economic Vitality

Goals and Approaches:

- A. Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts, but not limited to:
- Encourage and support the renovation and reuse of underutilized or vacant parcels, buildings, & shopping centers.
 - Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

Our response:

Assemblage and redevelopment of these aging, underutilized properties will contribute towards the economic stability of Scottsdale by providing additional housing options in the heart of Downtown near abundant retail, entertainment, support services and large, stable employers. Integrating luxury residential in the Downtown core brings physical and economic synergy, which will continue to enliven and enhance the city center consistent with the goals and policies of the 2001 General Plan and Old Town Scottsdale Character Area Plan while providing housing for the growing number of urban dwellers.

Goals and Approaches:

- B. Encourage housing development that provides for "live, work, and play"

relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents, but not limited to:

- Encourage a variety of housing densities throughout Scottsdale, with mixed-use in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.
- Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers and major employers.

Our response:

Downtown zoning allows for the ability to develop a range of residential densities in a mixed-use setting to encourage an urban lifestyle and appropriate balance of land uses with pedestrian connectivity. The site currently includes a series of underutilized commercial buildings and surface parking lots on 14 different parcels. The Property is surrounded by a variety of retail, live/work, cultural, entertainment, residential, and service related business in the Downtown Scottsdale and is within close proximity to major employment opportunities. Additionally, this Property is close to major arterials with access to public transportation.

3. Neighborhoods

Goals and Approaches:

- A. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation, but not limited to:
 - Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

Our response:

The proposed luxury residential community will provide a comfortable and safe streetscape with human-scale, shade and movement through both hardscape and building design. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another (vs. vehicle) further stimulating the mixed-use character of Downtown.

4. Open Space

Goals and Approaches:

- A. Promote and encourage context-appropriate new development in established areas of the community, but not limited to:
 - Encourage new development efforts toward existing developed areas in Scottsdale.
 - Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

Our response:

The luxury residential community will provide new development on an underutilized assemblage of parcels in Downtown. The infill development will utilize existing infrastructure (roads, utilities, etc.). This application is driven by the site's surrounding mix of land uses and a strong market demand for a variety of residential in Downtown.

5. Sustainability

Goals and Approaches:

- A. Make automobile transit and other multimodal circulation more efficient, but not limited to:
 - Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Our response:

The Property is just west of Goldwater Boulevard and approximately one-quarter mile west of Scottsdale Road, a major north/south arterial, and is approximately 2.5 miles west of the Loop 101, both of which provide regional access. By creating a comfortable and inviting pedestrian experience along the adjacent streets, this proposed project will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near important employment and cultural destinations. Main Street Scottsdale is located near Honor Health Osborn campus (Scottsdale's largest employer) and the City of Scottsdale's civic complex including Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile directly east of the site.

6. Transportation

Goals and Approaches:

- A. Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems, but not limited to:
 - Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.

Our response:

As mentioned, the property is close to Goldwater Boulevard and Scottsdale Road and 2.5 miles west of the Loop 101, which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and innovative site planning, creating pedestrian presence with ground level activity, and providing housing in the Downtown commercial/employment core thereby reducing trip generation during peak hours. A traffic report conducted by J2 Engineering further illustrates the trip generation patterns at this site.

Goals and Approaches:

- B. Provide opportunities for building “community” through neighborhood mobility, but not limited to:
 - Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Our response:

The sidewalk improvements combined with lush vegetation will generate a more comfortable and inviting pedestrian space along the streetscape vs. the existing condition. This will allow ease of pedestrian circulation regardless of solar orientation. Direct pedestrian access from ground level units will allow residents to immediately engage the pathways providing for a stronger urban experience.

Old Town Scottsdale Character Area Plan

The Downtown Multiple Use Type 2 category supports a variety of major employment and service related uses including, but not limited to, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the city as a whole.



New street edge along Main Street

The proposed D/DMU-2 DO zoning district is consistent with the General Plan/Downtown Plan land use designation for the subject Property. The Downtown Plan's goals and policies which relate specifically to the proposed Development Plan for subject Property are identified as follows:

1. Land Use
2. Character and Design
3. Mobility
4. Arts and Culture
5. Economic Vitality

1. Land Use

Goal LU 1

Maintain Old Town Scottsdale as the commercial, cultural, civic, and symbolic center of the community.

Policy LU 1.3

Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale's residents, businesses and visitors.

Our response:

The proposed urban residential development will further strengthen Downtown's urban environment and 24-hour mixed-use character by integrating additional rooftops into the urban core where there is established commercial, entertainment, cultural and employment land uses. Note Character & Design Goal 1 (and subsequent goals & policies) below regarding the specific design elements that will create a vibrant, interactive urban development on the Property.

Goal LU 2

Encourage the development of Old Town as a collection of mixed land uses and districts.

Policy LU 2.1

Encourage new development, redevelopment, and infill projects to enhance the Downtown Core as a specialty retail and regional tourist destination. The Downtown Core is comprised of the lowest intensity of development (Type 1). The small lot development pattern and active ground level land uses in the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

Policy LU 2.2

Maintain, enhance, and expand the development of the Downtown Civic Center with land uses consisting of Old Town's primary public open space.

Our response:

The rezoning request is for an assemblage of parcels in Downtown Scottsdale immediately surrounded by a variety of land uses: the Valley Ho hotel to the west, Old Town Tortilla Factory, the House Brasserie, Grazie Pizzeria & Wine Bar to the north, Prestige Cleaners, Cornish Pasty and numerous galleries to the east, and the Eldorado on 1st residential development to the south.

D/DMU-2 DO zoning has permitted for residential development on the property by allowing more urban development standards than what is currently allowed under previous C-2 and P-2 zoning categories. The property is located west of

Goldwater Boulevard and Scottsdale Road (a major north-south arterial roadway) and 2.5 miles west of the Loop 101, both of which provide regional access. The location of the proposed residential development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley as the property is located near numerous cultural opportunities, art galleries, retail, restaurants and the City of Scottsdale civic complex (offices, library, and museum). Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile from the site.

Policy LU 2.5

Maintain, enhance, and expand the development of a Downtown Regional area with primary land uses consisting of regional/ community serving commercial uses, as well as larger scale housing and office developments. Located north of the Arizona Canal and centered around major regional and community destination. The greatest intensity of Old Town development may be accommodated in Downtown Regional Type 3.

Our response:

Redevelopment of this property will build on the City's goal of strengthening Downtown's mix of uses and activities. This project will bring 130 residences (both multi-family units and townhomes) to the heart of Downtown on a site that is within close proximity to cultural opportunities, a range of restaurants and retail, transportation corridors and major employers such as Honor Health and City of Scottsdale.

Goal LU 6

Encourage a mix of land uses to support a walkable and sustainable Downtown.

Policy LU 6.1

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts.

Our response:

The Scottsdale Residences development provides an urban residential living experience with onsite amenities and a lifestyle that integrates with the existing Downtown fabric and collection of entertainment, arts, employment, retail, and support services contributing towards the variety of housing options available to the residents of Scottsdale and creating a sense of community. The multi-family units will range from 900 sf to 2,100 sf and townhome units will range from approximately 2,300 sf to 3,000 sf providing two different lifestyle options and price points for future residents. The second level of the multi-family building will include a private pool, three outdoor common spaces with a yoga platform, a clubhouse with bar area, a fitness area, and a roof terrace for the residents. The multi-family units will each have a private outdoor living space/balcony while the townhomes will have private yard spaces between the living unit and garage and the option for roof top patio spaces. Notably, the private outdoor

living spaces for the fourth floor multi-family units and townhomes will far surpass the City's requirement of 60 sf with most private spaces exceeding 300 sf.

Goal LU 6.2

Support downtown sustainability by encouraging vertical mixed-use development with land uses near one another.

Policy LU 6.3

Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Our response:

The redevelopment of this site from a collection of aging commercial buildings to a vibrant, urban residential development will bring housing and synergy to the western segment of Downtown Scottsdale utilizing existing infrastructure systems and transportation networks that run near and adjacent to the property.

2. Character and Design

Goal CD 1

Strengthen and enhance Old Town district character with contextually compatible development.

Policy CD 1.1

Incorporate the distinctive qualities and character of the surrounding, and/ or evolving district context into building and site design.

Policy CD 1.2

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are in transition.

Policy CD 1.4

Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.

Policy CD 1.5

Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.

Our response:

Below is a detailed summary of the development which addresses the Character & Design considerations in the Old Town Scottsdale Character Area Plan. Also

see pages 6-8 above for more design details regarding the pedestrian realm and human scale elements.

The Multi-family Residence Building Design:

The Scottsdale Residence project is a 121 unit, 4-story building with 3 stories of units over a ground floor that consists of 18 units with direct pedestrian access to the sidewalk, lobby, second floor amenity spaces, and covered parking. The amenities are predominately concentrated on the second floor facing south towards the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street further enhancing the pedestrian realm. Queuing space in the alley will also alleviate the potential for traffic congestion.

Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes and focusing on the streetscape trees, streetlights and overall Downtown experience. This was a key goal as removing curb cuts restores the patron walking experience and reaffirms the walking connection between the Valley Ho resort and Downtown.

Breaking-down the Mass

The Scottsdale Residence development along Main Street will be a transitional project mediating between the fine-grain, layered developments on Main Street east of the site and the larger scale development of the Valley Ho resort to the west. In order to address this dichotomy and articulate a human-scale to the massing, the building utilizes two strategies:

On the Street

Ground floor 1-story units, bicycle parking, and 35 extra covered parking spaces are pushed up against the alley, creating private 'urban patio spaces' along Main Street, articulates smaller massing with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these urban patio spaces will allow the interior life of the ground floor units to expand to the street. Perforated steel screening elements in conformance with City guidelines will be added to these areas for visual as well as acoustical reprieve. The sound of water on the second floor amenity decks will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the Scottsdale's requirement for variation of expression on the street.

Elevated Mass

The building on levels 2-4 is a much simpler mass utilizing a layered strategy with extensive zones of transparency between indoor and outdoor spaces. Units are elongated in the north-south direction where bedrooms and all major living spaces can have direct connection to panoramic views and natural light. Through transparency, these shallow units start to bring the inner life of the unit closer to the edge of the project and to the street. The fourth floor balcony

spaces will be designed as outdoor 'rooms' large enough for furniture and flexible programming to allow for indoor/outdoor living space. The balconies further help to create large zones of relief along the street addressing the City's requirement for street articulation.

Both massing strategies will utilize tactile materials of a desert color palette. The focus will be on the quality and detailing of a reduced palette versus an over-abundant material selection. Material will be left in their natural state allowing them to naturally change sunlight and shadow change over the course of the day while weathering better over longer periods of time.

Four-Sided Architecture

Each side of the Scottsdale Residences project is designed to respond to its particular urban, environmental and programmatic orientation. This is not a project with a singular front façade or a service back-of-house area. Strategies for each of the exposure include:

(North Elevation)

The main mass of the building is pushed south on the site against the alley and elongated in the east-west orientation to maximize good solar orientation and views north to Camelback Mountain. Units along the north side of the building are also elongated in the north-south direction where they can have maximum panoramic views and connection to Main Street. Deep balconies on level 4 off of each unit create large amount of livable outdoor space where the interior life of each unit can extend out and activate this north façade.

The edges of balconies extend to the building set back line on floors 2 and 3 with large framed architectural elements oriented in patterns behind that setback. This strategy further addresses the City's requirement for articulation along the street. On the 4th floor, both the balcony edge and building enclosure steps back further beyond the distance than the lower floors in order to address the City's step-back requirement.

Sunlight will be an active component within the units penetrating deep within the recessed spaces and changing through the day and season.

At the ground floor, the entire zone between curb, setback distance, and private urban patio space at each unit is designed as a unified expression layering landscape, hardscape and screening material. The screening material at the urban patio spaces will offer privacy with some level of transparency creating an indoor-outdoor connection between the unit and sidewalk. Integrated together, the building mass and landscape will offer dappled shade along the entire length of sidewalk at Main Street.

The lobby is located towards the North West corner of the building. The lobby is a 2-story space that will function as a flexible event and gathering space for residents. Through transparency and operable direct connection to the second floor amenity decks, this event space can spill-out outdoors, activating the

sidewalk along 69th Street. The transparency in combination with lighting will accentuate the user experience as well as provide interest to the passer-by while also giving a sense of security. The lobby is an amenity that will also incorporate art, seating and lighting to provide a luxurious experience for residents.

(South Elevation)

Massing along the southern edge from level 2-4 steps back significantly for a majority of site in order to provide relief from the alley and the townhouse project. This design also provides desired solar exposure for the pool area and three amenities on the alley-side of the 2nd floor.

Unit geometry and relationship to outdoor space are the same as those along the north elevation.

Extensive planting areas on the second floor amenity decks along the south elevation becomes the main amenity program space and also serves as a large usable space for south-facing units on the second floor. The southern side of the project takes on a hidden 'garden-side' immersing those units and amenity space in a rich landscape. This becomes a distinguishing factor for these units compared to those on the north which are more directly connected to Main Street.

The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor become an important component at the southern façade. This landscape extends vertically in planters on the floors above. The landscape helps shade the building along the south and creates a visual amenity for all adjacent properties.

Amenities along the planted garden spaces including a fitness space with an indoor and outdoor component, yoga platform, and flexible clubhouse with bar area that can also expand to the outside pool with its lounge area.

The 60 covered parking spaces and the 133 underground parking spaces are accessed through the alley. The alley is 20 feet wide in order to accommodate maneuvering in and out of the covered parking. The large amount of parking provides more than the City of Scottsdale requires for parking. This building will bring 35 extra parking spaces to the site and has the potential to relieve congestion of limited parking in this neighborhood. The visual rhythm of garage doors will also add visual interest to the alley as opposed to seeing an opened, slightly screened parking garage. The larger shared garage will have quick coiling doors and a call box to reduce wait times. Parking stall dimension and overall parking count meets and exceeds the minimum standards set forth by Scottsdale.

Transformers will be situated along the south west side of the building for access towards the alley but will be screened from view along 69th Street with vegetation and 8' tall enclosed perforated screens. Existing overhead electrical lines will be re-routed underground and meters will be located inside of the covered parking

away from main pedestrian circulation routes.

Expanding on this neighborhood's precedent for alley activation, the alley will connect the two projects. Residents from both projects will be able to utilize the alley as a pedestrian connection between the two sites as well as to the rest of the area. Landscape on the podium of the multi-family building as well as portions of the townhomes will be visible and spill over the edge toward the ally. The garage doors of both projects will provide transparency and further articulation.

(West Elevation)

As the other major façade of the project connected to the street, the west edge utilizes all of the same strategies as the north edge.

The lobby, second floor pool deck, fitness center, and clubhouse with bar area will reinforce the pedestrian activity along the west edge of the building. Landscape along 69th Street and private urban patio spaces at these west facing units will soften the massing of the building to enhance a visual and inviting feel to the adjacent properties.

(East Elevation)

The east edge of the building is a mixture of strategies employed along the west and south. The elevation is 4 stories with similar varied articulation as the west façade. The first floor is recessed to minimize the massing of the building but also to allow safe passage for visibility when entering into the alley. At the fourth floor, the remaining portion of the building mass steps back at the north east corner of the building. This will allow undisturbed views from the fourth floor balconies towards Downtown Scottsdale.

The trash enclosure will be positioned near the south east side of the site allowing easy access for trash pick-ups without interfering with pedestrian focused areas.

Townhome Design:

The series of townhomes will be located on the southerly portion of the site, facing 1st Street. Nine (9) townhomes will be developed as fee-simple properties of approximately 25' in width (east-west direction), and 130' in length (north-south). Building setback boundaries, step back plane, and development requirements are in compliance with standards set forth in the City's Code for fee-simple lots. Each townhome consists of 2 levels (approximately 12' floor to floor heights), with roof access by means of exterior stair, or enclosed stair leading to roof top penthouse and private deck area. Each unit will include a 2-car garage that is accessed off of the alley located at the center of the block development between Main Street and 1st Street. All 9 townhome units will include a private exterior courtyard between the Townhome proper and the detached Garage. Expansive ground level patios at the front of each unit will

face 1st street, with screening elements and appropriate landscaping framing the entry into each individual unit. Refuse services for each unit will be accessed off of the alley adjacent to the garage entries.

Entries off 1st Street

Pedestrian and main entry to each townhome unit off of 1st street, is provided by a series of reliefs and projections of porch-like patios that inter-mix with contextual landscaping elements. Walk up slabs will also be used to elevate the entry into the front door of each townhouse. Connection to the urban fabric already present along the street edge provides pedestrians with a comfortable path with appropriate scale, similar to the Eldorado development across 1st Street. Landscaping elements that provide layers of screening and transparency help to provide the units with a sense of privacy, while still connecting them to the pedestrian edge of their property.

Material Palette

Exterior materials of the townhomes responds elegantly to the desert vernacular of the site, representing textures that layer and build upon one another. Exterior patios seamlessly blend into interior living spaces, with glazing that is easily pulled away to make two spaces become one. Warm accents of wood for flooring, screening elements and ceiling accents help to unify spaces. Light is brought into interior spaces with carefully placed glazing that responds to unique lighting opportunities within, while respecting harsh realities of the desert sun in warmer months. Shading elements at exterior patios help to construct relief and projections at the façade, while creating shade and comfort for interior spaces.

Outdoor Space

Balconies at the second floor are presented to the street side of the unit (along 1st Street), activating the public edge of the development and taking in the views of housing and the mix uses currently being developed. Penthouse spaces at the 3rd floor of many of the units provide views of the Downtown, stimulating another level of activity at this height.

Goal CD 2

Development should sensitively transition in scale, height, and intensity at the Old Town boundary and between different development types.

Policy CD 2.1

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

Our response:

See design summary above under Goal CD 1.

Goal CD 3

Downtown development should respect and respond to the unique climate and context of the southwestern Sonoran desert.

Policy CD 3.2

Enhance outdoor pedestrian comfort through microclimate design that incorporates a variety of shade, trees, and other drought tolerant landscape features to create passively cooler temperatures.

Policy CD 3.4

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Our response:

The landscape character of the proposed residential community is that of ornamental desert design with a variety of plants that will provide year-round color, shade, and texture for the site. The proposed plant palette incorporates hardy plants known to thrive in the heat and sun of the desert climate. Plant selection and intentional planting design will allow the development to use water efficiently throughout the site. The proposed planting design limits lush and dense planting patterns to areas with the most human interaction such as entries, amenity areas and pedestrian areas.

Goal CD 4

Create a dynamic and connected walkable downtown through urban and architectural design.

Policy CD 4.1

Encourage urban and architectural design that is human scale and provides pedestrian comfort.

Policy CD 4.3

Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.

Our response:

Pedestrian circulation along both the perimeter and internal alleyway to the residential community is an important feature of this Downtown project, as numerous retail, restaurant, entertainment, and cultural uses are within walking distances from this site. Special consideration is given to the ground level

building/pedestrian interface including direct unit access and outdoor living spaces along the street edges to encourage safe walkability and street interaction.

Goal CD 5

Establish an inviting and interconnected downtown public realm and open space network that is useful, safe, interesting, walkable, and comfortable to all.

Policy CD 5.1

Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

Policy CD 5.2

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

Policy CD 5.3

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

Our response:

The new sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for the pedestrian. This will act as a sensory relief from the built environment. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next. Direct pedestrian access from the ground level multi-family units as well as the townhomes will allow residents to immediately engage the pathways providing for a more urban living experience.

Goal CD 6

Create safe, comfortable, and interesting street spaces.

Policy CD 6.1

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

Policy CD 6.2

Connect downtown street spaces with other pedestrian spaces and linkages.

Our response:

The proposed plant materials palette complements the evolving character of the urban built environment surrounding the site. Incorporating sculptural plantings will create more attractive and inviting spaces for pedestrians and will provide an

appropriate balance/ transition between the urban hardscape and proposed residential development.

Goal CD 9

Implement high quality urban and architectural design in Old Town.

Policy CD 9.2

Incorporate the “Scottsdale Sensitive Design Principles” and the Old Town Urban Design and Architectural Guidelines in all development.

Policy CD 9.3

Achieve high quality urban and architectural design through the development review process.

Policy CD 9.4

Integrate art into downtown urban design and architecture.

Our response:

The development will promote the Scottsdale Sensitive Design Principles and comply with the applicable Downtown Urban Design & Architectural Guidelines. Taking cues from modern architectural design, indigenous building materials and native landscaping materials that were approved with more recent developments such as The Douglas located at 69th & 1st Avenue to the north and Eldorado on 1st located at 69th & 1st Street to the south, Scottsdale Residences will provide a pedestrian-oriented urban environment with a modern, contemporary vibe. Complementary textures, colors and plant varieties will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character.

The owner will provide a funding of 1% (of their building’s total valuation) that will be dedicated towards an art program. The building will also incorporate artistic guard railings at the ground level that will give an artistic architectural expression along the sidewalk. By integrating artistic railing panels at the patio spaces, this gives each ground unit its own identity and character.

Goal CD 9

Development should incorporate sustainable building practices and products.

Policy CD 9.1

Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.

Policy CD 9.2

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.

Policy CD 9.3

Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Our response:

Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

3. Mobility

Goal M 1

Develop complete streets through public and private infrastructure investments and improvements.

Policy M 1.1

Maintain a well-connected downtown circulation grid, comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

Policy M 1.2

Provide pedestrian and bicycle facilities within large projects and connect them to adjacent and connect them to adjacent development and the greater downtown circulation system.

Our response:

See CD Goals and Policies above and Goal M 2 below.

The proposed residential community will provide a comfortable and safe streetscape with adequate access, shade and visibility. These practices will enrich the pedestrian experience on the streets and encourage the use of the sidewalks to get from one destination to the next and enjoy the mixed-use character of Downtown.

Goal M 2

Create complete, comfortable, and attractive pedestrian circulation systems.

Policy M 2.1

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

Our response:

The sidewalk improvements combined with well-placed palm trees, ground cover, and native vegetation will generate a more comfortable and inviting pedestrian space along the streetscape. This will allow use of the site's circulation system regardless of solar orientation. Direct pedestrian access from ground level will allow residents to immediately engage the pathways. Successful Downtown revitalization and redevelopment focuses on creating synergy as a result of mixed-use development, both horizontally and vertically, and quality pedestrian level design and linkages. One of the primary draws to creating this quality pedestrian environment is locating residential in the Downtown core. The range of surrounding land uses coupled with the pedestrian enhancements noted above will increase foot traffic in, out, and around this site as well as throughout Downtown.

The proposed design creates a 6' wide planter along the curb of the street, followed by an 8' wide sidewalk, a 3' wide planter, and a 6' wide patio space. By positioning the sidewalk inward from the street and having both sides of the walk surrounded by planters, this would push pedestrian activity closer to the building to create a safer and shaded experience.

In accordance to the City Ordinance, the project will ensure that the design will comply with the shaded sidewalk requirements. Along 69th Street and Main Street, street trees are planted along the sidewalk to provide shade for pedestrians along the path. At Main Street, the orientation of the building will naturally shade the sidewalk around the evening hours with its four-story mass. The entrance at the north side of the site will be addressed with a 7' long shade canopy that will be cantilevered off the building.

Additionally, by internalizing the parking with access off the alley, the site design has removed the pedestrian obstacle of parking lots and curb-cuts from the streetscape and reinforced the ideas of alternative means of transportation. Direct access from ground level units to the streets and sidewalk connections encourages residents to engage the community.

4. Arts and Culture

Goal AC 1

Invest in current and create new opportunities to advance Old Town Scottsdale as an arts and cultural hub with regional, national, and international significance.

Policy AC 1.1

Support a diverse range of arts and culture.

Policy AC 1.2

Revitalize, expand and develop new arts, cultural, and educational facilities that

enhance Old Town Scottsdale's artistic landscape.

Our response:

Pedestrian activity along the street edge enhances the experience and feel of Scottsdale's residential culture. Intimate patio spaces accompanied with lush landscape and shaded pathways reflects the atmosphere found in Downtown Scottsdale. Please refer to our response in the Character and Design section found on page 28 of this document in regards to how the developer will plan to incorporate art into the building and landscape.

5. Economic Vitality

Goal EV 1

Support Old Town's prominent economic role as a hub for arts, culture, retailing, dining, entertainment, tourism, events, and employment.

Policy EV 1.1

Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.

Our response:

The D/DMU-2 district supports a variety of land uses including, but not limited to, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in the Downtown Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional housing options in Downtown is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by assembling a collection of older, obsolete commercial office properties and creating a thriving residential community with nearby access to support services and transportation corridors. Thus, providing greater housing options and increasing quality of life for the residents of Scottsdale. The increased number of residents in this area will serve to support restaurants, galleries and other retailers in the area.

Goal EV 2

Promote private investment in, and attract new development to, Old Town.

Policy EV 2.2

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

Our response:

Over the last year Scottsdale, similar to other parts of the Phoenix metro area, has experienced a boom in multi-family development in or near their urban core.

Industry experts indicate pent-up demand is attracting everyone from college students to boomers to locate in this hub of activity vs. the once more sought after suburbs. This is in part due to the change in mindset about home ownership after the last market downturn. Urban dwellers of all ages are drawn to the close range of support services, restaurants, jobs, nightlife and entertainment found in the Downtown core.

Downtown Urban Design & Architectural Guidelines

A. Site Development

Relationship of New to Existing Development

The proposed development has sensitive edge buffering through the implementation of appropriate setbacks and stepbacks per the Downtown Ordinance. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks. No amendments to the Downtown standards are being requested with this application. The maximum height allowed per the requested D/DMU-2 district is 66' (with bonuses up to 90'). The proposed development is requesting 56' for the multi-family building and 40' for the townhomes with the majority of the building being at 36'.

Active Street Frontages

Active street frontages are created through direct unit access, new sidewalks and shade trees for the pedestrians and shading elements on the buildings (balcony overhangs). In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors, but will provide contemporary styling and a vibrant urban character.

Parking Facilities

The multi-family development is served by an internal parking structure that is not visible from the street is accessed via the alley which provide ample parking for the residents and secure access to their units via an elevator and stairwell. The townhomes will have individual two-car garages along the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street. Queuing space in the alley will also alleviate the potential for traffic congestion. Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape trees, streetlights and overall experience.

Building Equipment & Services

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

The Continuity of Street Spaces & the Building Setback Zone

The multi-family development has been design to maintain and enhance an active street frontage. This mixed-use context includes restaurants, services, live/work, retail, galleries, a resort, cultural opportunities and employment all within walking distance to the property. As mentioned previously, the townhome and ground level multi-family units will have direct access to the streetscape and sidewalk. Upper units will can also easily access the

streetscape via the lobby. Additionally, landscape and hardscape elements will favor pedestrian scale contributing towards the activation of the street frontages and continuity of the urban context.

The Linkage of Neighboring Developments

Pedestrian circulation is an important feature of this Downtown residential development, as numerous retail, live/work, restaurant, entertainment, and cultural uses are within walking distances from this site. Units will have direct access to the streetscape to encourage walkability and social interaction. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

B. Building Form

Reduction of Apparent Size and Bulk

Main Street Scottsdale has two building types (multi-family units and townhomes) which provides variety in massing, proportion, material contrast, and architectural detailing of the two product types. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrates the existing and evolving urban context.

Covered Walkways

The street facing elevations along Main, 69th Street and 1st Street will provide shaded environments for the pedestrian through the placement of trees and building overhangs.

C. Architectural Character

Proportion and Scale

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions. The building frontage along Main Street has a strong base to firmly anchor the building to the ground plane with a ground level exterior made of a dark colored stucco pattern with a unique vertical pleated textured finish. The length of the building along Main Street is broken up by a rhythm of ten architectural frames that anchor the balconies to the façade. Each architectural frame is oriented in an opposite direction from the frame next to it. The frames create an undulating pattern along the street edge to enhance the make-up of the building. These frames which break up the building are also complimented by the fourth level volumes that are recessed in four areas along Main Street. The recessed volumes break down the mass of the building and gives a smaller sense of scale to the overall proportion of the building in the pedestrian realm.

Building Materials & Architectural Detail

The proposed materials, colors, textures and detailing are indicative of

Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

D. Landscape Character

Streets

The street trees proposed will be consistent with the Downtown Design Guidelines providing appropriate spacing, theming and shade for the pedestrians.

Plant Selection

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year round color and a variety of textures.

Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that “Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life.”

The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

1. The design character of any area should be enhanced and strengthened by new development.

Our response:

The contemporary building character is complementary to the surrounding development including several newer projects in the area such as The Standard at Valley Ho, Eldorado on 1st, and the Douglas. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwestern climate by creating large outdoor living spaces for each unit and common amenities for its residents.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.

Our response:

Although the setting of this Downtown site is urban in character and does not have natural features such as washes and natural area open space, the developer has taken special consideration in providing interaction with the streetscape via large private living spaces for the residents (approx. 300+ s.f.).

3. Development should be sensitive to existing topography and landscaping.

Our response:

The property is a Downtown redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials. The current topography of the site is flat and therefore will be maintained.

4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.

Our response:

The proposed redevelopment will preserve and restore natural habitats and ecological processes through the inclusion of additional desert appropriate landscaping as well as integration of native plants. Additional landscaping will contribute to the urban habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

Our response:

Pedestrian circulation along both the perimeter and through the alleyway is an important feature of this Downtown project, as numerous retail, live/work, cultural, restaurant, resort/hotel, and entertainment uses are within walking distances from this site.

6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.

Our response:

The property is within walking distance to an established Downtown core with a range of land uses and also within close proximity to major employers, such as Honor Health and City of Scottsdale. As such, the site plan has been designed with an emphasis on a pedestrian network enhancing the connectivity land use goals for this area. Developing housing in Downtown with established transportation options reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for surrounding residents.

7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.

Our response:

The proposed development will incorporate design elements that respect human-scale, providing shade and shelter through building, site and landscape design.

8. Buildings should be designed with a logical hierarchy of masses.

Our response:

Variation in massing, proportion, material contrast, and architectural detailing will be provided with the two product types (multi-family units and townhomes) establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrate well the existing urban context.

9. The design of the built environment should respond to the desert environment.

Our response:

The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar shading and overhangs, and celebrate the Southwest climate by creating large outdoor living spaces and amenities for its residents.

10. Developments should strive to incorporate sustainable and healthy building practices and products.

Our response:

Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The developer intends to incorporate sustainable design elements into the building design and plans to develop in accordance with green building standards where feasible.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

Our response:

Context appropriate, mature arid-region plant materials will be utilized with the redevelopment of the property. The desert character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

Our response:

The proposed development will maintain a low-water use plant palette (see Landscape Plan for specific plant materials). Context appropriate desert plant materials will be utilized with the development of the Property, consistent with the established vegetative pattern found throughout Downtown.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

Our response:

Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety for future residents and Downtown visitors and residents.

14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

Our response:

Project identification will be contextually appropriate and processed under a separate approval and permit process.

**Sec. 6.1304 Policy
PBD Overlay District Criteria**

Planned Block Development (PBD)/Development Plan

The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.

Response: The PBD designation has been requested as part of this zoning application to allow for greater development flexibility on the site. In keeping with the PBD requirements, a Development Plan has been established to layout parameters for site planning, architecture, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site. The Development Plan is intended to invoke a sense of quality and character that ensure compatible development with Scottsdale's Downtown urban character. As part of the Development Plan the applicant has created a set of Property Development Standards consistent with the Downtown Ordinance. There is no deviation proposed from the base standards for height and density (66' and 50 du/ac respectively) as permitted by the Downtown Multiple Use –Type 2 sub-district.

Sec. 6.13.04. PBD Overlay District Criteria

A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

1. Criteria for a PBD Overlay District application in a Type 2 Area or a Type 2.5 Area:

a. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan;

Our response:

Below is a detailed summary of the development which addresses the Character & Design considerations in the Old Town Scottsdale Character Area Plan. Also see pages 6-8 above for more design details regarding the pedestrian realm and human scale elements.

The Multi-family Residence Building Design:

The Scottsdale Residence project is a 121 unit, 4-story building with 3 stories of units over a ground floor that consists of 18 units with direct pedestrian access to the sidewalk, lobby, second floor amenity spaces, and covered parking. The amenities are predominately concentrated on the second floor facing south

towards the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street further enhancing the pedestrian realm. Queuing space in the alley will also alleviate the potential for traffic congestion.

Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes and focusing on the streetscape trees, streetlights and overall Downtown experience. This was a key goal as removing curb cuts restores the patron walking experience and reaffirms the walking connection between the Valley Ho resort and Downtown.

Breaking-down the Mass

The Scottsdale Residence development along Main Street will be a transitional project mediating between the fine-grain, layered developments on Main Street east of the site and the larger scale development of the Valley Ho resort to the west. In order to address this dichotomy and articulate a human-scale to the massing, the building utilizes two strategies:

On the Street

Ground floor 1-story units, bicycle parking, and 35 extra covered parking spaces are pushed up against the alley, creating private 'urban patio spaces' along Main Street, articulates smaller massing with relief and layering of landscape, screening elements, and unit enclosure. Offering a layer of transparency, these urban patio spaces will allow the interior life of the ground floor units to expand to the street. Perforated steel screening elements in conformance with City guidelines will be added to these areas for visual as well as acoustical reprieve. The sound of water on the second floor amenity decks will add interest and curiosity. Utilizing a sculpted strategy, these masses will be heavily articulated in form and textured in material. This approach begins to address the Scottsdale's requirement for variation of expression on the street.

Elevated Mass

The building on levels 2-4 is a much simpler mass utilizing a layered strategy with extensive zones of transparency between indoor and outdoor spaces. Units are elongated in the north-south direction where bedrooms and all major living spaces can have direct connection to panoramic views and natural light. Through transparency, these shallow units start to bring the inner life of the unit closer to the edge of the project and to the street. The fourth floor balcony spaces will be designed as outdoor 'rooms' large enough for furniture and flexible programming to allow for indoor/outdoor living space. The balconies further help to create large zones of relief along the street addressing the City's requirement for street articulation.

Both massing strategies will utilize tactile materials of a desert color palette. The focus will be on the quality and detailing of a reduced palette versus an over-

abundant material selection. Material will be left in their natural state allowing them to naturally change sunlight and shadow change over the course of the day while weathering better over longer periods of time.

Four-Sided Architecture

Each side of the Scottsdale Residences project is designed to respond to its particular urban, environmental and programmatic orientation. This is not a project with a singular front façade or a service back-of-house area. Strategies for each of the exposure include:

(North Elevation)

The main mass of the building is pushed south on the site against the alley and elongated in the east-west orientation to maximize good solar orientation and views north to Camelback Mountain. Units along the north side of the building are also elongated in the north-south direction where they can have maximum panoramic views and connection to Main Street. Deep balconies on level 4 off of each unit create large amount of livable outdoor space where the interior life of each unit can extend out and activate this north façade.

The edges of balconies extend to the building set back line on floors 2 and 3 with large framed architectural elements oriented in patterns behind that setback. This strategy further addresses the City's requirement for articulation along the street. On the 4th floor, both the balcony edge and building enclosure steps back further beyond the distance than the lower floors in order to address the City's step-back requirement.

Sunlight will be an active component within the units penetrating deep within the recessed spaces and changing through the day and season.

At the ground floor, the entire zone between curb, setback distance, and private urban patio space at each unit is designed as a unified expression layering landscape, hardscape and screening material. The screening material at the urban patio spaces will offer privacy with some level of transparency creating an indoor-outdoor connection between the unit and sidewalk. Integrated together, the building mass and landscape will offer dappled shade along the entire length of sidewalk at Main Street.

The lobby is located towards the North West corner of the building. The lobby is a 2-story space that will function as a flexible event and gathering space for residents. Through transparency and operable direct connection to the second floor amenity decks, this event space can spill-out outdoors, activating the sidewalk along 69th Street. The transparency in combination with lighting will accentuate the user experience as well as provide interest to the passer-by while also giving a sense of security. The lobby is an amenity that will also incorporate art, seating and lighting to provide a luxurious experience for residents.

(South Elevation)

Massing along the southern edge from level 2-4 steps back significantly for a majority of site in order to provide relief from the alley and the townhouse project. This design also provides desired solar exposure for the pool area and three amenities on the alley-side of the 2nd floor.

Unit geometry and relationship to outdoor space are the same as those along the north elevation.

Extensive planting areas on the second floor amenity decks along the south elevation becomes the main amenity program space and also serves as a large usable space for south-facing units on the second floor. The southern side of the project takes on a hidden 'garden-side' immersing those units and amenity space in a rich landscape. This becomes a distinguishing factor for these units compared to those on the north which are more directly connected to Main Street.

The plant palette will consist of low-water use native species. Planting and landscape on this amenity floor become an important component at the southern façade. This landscape extends vertically in planters on the floors above. The landscape helps shade the building along the south and creates a visual amenity for all adjacent properties.

Amenities along the planted garden spaces including a fitness space with an indoor and outdoor component, yoga platform, and flexible clubhouse with bar area that can also expand to the outside pool with its lounge area.

The 60 covered parking spaces and the 133 underground parking spaces are accessed through the alley. The alley is 20 feet wide in order to accommodate maneuvering in and out of the covered parking. The large amount of parking provides more than the City of Scottsdale requires for parking. This building will bring 35 extra parking spaces to the site and has the potential to relieve congestion of limited parking in this neighborhood. The visual rhythm of garage doors will also add visual interest to the alley as opposed to seeing an opened, slightly screened parking garage. The larger shared garage will have quick coiling doors and a call box to reduce wait times. Parking stall dimension and overall parking count meets and exceeds the minimum standards set forth by Scottsdale.

Transformers will be situated along the south west side of the building for access towards the alley but will be screened from view along 69th Street with vegetation and 8' tall enclosed perforated screens. Existing overhead electrical lines will be re-routed underground and meters will be located inside of the covered parking away from main pedestrian circulation routes.

Expanding on this neighborhood's precedent for alley activation, the alley will connect the two projects. Residents from both projects will be able to utilize the alley as a pedestrian connection between the two sites as well as to the rest of

the area. Landscape on the podium of the multi-family building as well as portions of the townhomes will be visible and spill over the edge toward the ally. The garage doors of both projects will provide transparency and further articulation.

(West Elevation)

As the other major façade of the project connected to the street, the west edge utilizes all of the same strategies as the north edge.

The lobby, second floor pool deck, fitness center, and clubhouse with bar area will reinforce the pedestrian activity along the west edge of the building. Landscape along 69th Street and private urban patio spaces at these west facing units will soften the massing of the building to enhance a visual and inviting feel to the adjacent properties.

(East Elevation)

The east edge of the building is a mixture of strategies employed along the west and south. The elevation is 4 stories with similar varied articulation as the west façade. The first floor is recessed to minimize the massing of the building but also to allow safe passage for visibility when entering into the alley. At the fourth floor, the remaining portion of the building mass steps back at the north east corner of the building. This will allow undisturbed views from the fourth floor balconies towards Downtown Scottsdale.

The trash enclosure will be positioned near the south east side of the site allowing easy access for trash pick-ups without interfering with pedestrian focused areas.

b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;

Relationship of New to Existing Development

The proposed development has sensitive edge buffering through the implementation of appropriate setbacks and stepbacks per the Downtown Ordinance. The proposed development also provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan and Site Sections for setback and stepbacks. No amendments to the Downtown standards are being requested with this application. The maximum height allowed per the requested D/DMU-2 district is 66' (with bonuses up to 90'). The proposed development is requesting 56' for the multi-family building and 40' for the townhomes with the majority of the building being at 36'.

Active Street Frontages

Active street frontages are created through direct unit access, new sidewalks and shade trees for the pedestrians and shading elements on the buildings (balcony

overhangs). In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors, but will provide contemporary styling and a vibrant urban character.

Parking Facilities

The multi-family development is served by an internal parking structure that is not visible from the street is accessed via the alley which provide ample parking for the residents and secure access to their units via an elevator and stairwell. The townhomes will have individual two-car garages along the alley. Parking entries are only from the alley-side eliminating curb cuts along Main Street and 69th Street. Queuing space in the alley will also alleviate the potential for traffic congestion. Elimination of curb cuts on Main Street also allows patrons to walk at ease in the east-west direction, not worrying about ground level plane changes or interaction with vehicles and focusing on the streetscape trees, streetlights and overall experience.

Building Equipment & Services

All services and loading areas will be obscured from public street view. Mechanical and electrical equipment and appurtenances will be concealed from public view and neighboring properties.

The Continuity of Street Spaces & the Building Setback Zone

The multi-family development has been design to maintain and enhance an active street frontage. This mixed-use context includes restaurants, services, live/work, retail, galleries, a resort, cultural opportunities and employment all within walking distance to the property. As mentioned previously, the townhome and ground level multi-family units will have direct access to the streetscape and sidewalk. Upper units will can also easily access the streetscape via the lobby. Additionally, landscape and hardscape elements will favor pedestrian scale contributing towards the activation of the street frontages and continuity of the urban context.

The Linkage of Neighboring Developments

Pedestrian circulation is an important feature of this Downtown residential development, as numerous retail, live/work, restaurant, entertainment, and cultural uses are within walking distances from this site. Units will have direct access to the streetscape to encourage walkability and social interaction. Additionally, quality hardscape surfaces and tree canopies will be provided along the street edge protecting the pedestrian realm and providing connectivity to neighboring properties.

E. Building Form

Reduction of Apparent Size and Bulk

Main Street Scottsdale has two building types (multi-family units and townhomes) which provides variety in massing, proportion, material contrast, and architectural detailing of the two product types. The proposed development also provides continuity between the newly proposed and existing architecture of the

surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages with setbacks and stepbacks that respect the Downtown Ordinance and integrates the existing and evolving urban context.

Covered Walkways

The street facing elevations along Main, 69th Street and 1st Street will provide shaded environments for the pedestrian through the placement of trees and building overhangs.

F. Architectural Character

Proportion and Scale

The building design provides variation, movement, various textures and hierarchy of massing to create visual interest and varied proportions. The building frontage along Main Street has a strong base to firmly anchor the building to the ground plane with a ground level exterior made of a dark colored stucco pattern with a unique vertical pleated textured finish. The length of the building along Main Street is broken up by a rhythm of ten architectural frames that anchor the balconies to the façade. Each architectural frame is oriented in an opposite direction from the frame next to it. The frames create an undulating pattern along the street edge to enhance the make-up of the building. These frames which break up the building are also complimented by the fourth level volumes that are recessed in four areas along Main Street. The recessed volumes break down the mass of the building and gives a smaller sense of scale to the overall proportion of the building in the pedestrian realm.

Building Materials & Architectural Detail

The proposed materials, colors, textures and detailing are indicative of Downtown Scottsdale and include a wide range of elements reflecting the vibrancy and character of this urban Sonoran Desert location while maintaining a warm earth tone palette with appropriate accents. The overall project massing has been developed to create multiple areas that optimize the buildings opportunities for natural light and ventilation while provide a contemporary architectural style.

G. Landscape Character

Streets

The street trees proposed will be consistent with the Downtown Design Guidelines providing appropriate spacing, theming and shade for the pedestrians.

Plant Selection

Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year round color and a variety of textures.

c. The building form shall reflect the planned character of development within which the development project will be located;

Response: The proposed development has sensitive edge buffering through the implementation of appropriate setbacks and stepbacks per the Downtown Ordinance. The proposed development also provides continuity between newly proposed and existing architecture in the surrounding area. See Downtown Plan Urban Design & Architectural Guidelines section below for more detail.

d. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights and building massing between the proposed development and the zoning districts abutting or adjacent to the development;

Response: The overall project massing steps down from four stories to one story to help create a logical transition from the Downtown boundary (69st Street) and the existing lower-scale development to the west. Additional setbacks are provided along 69st as well; where 20' is required, 28' is provided. Along Main Street, a 20' setback is required and provided with additional prevailing setback requirements met.

f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

g. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

Response: See pedestrian circulation plan, which identifies the proposed linkages in conformance with the Downtown Plan.

B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. Standard criteria:

a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

Response: The proposed development plan supports the land use elements of the General Plan and Downtown Plan. See the Downtown Plan Overview section above.

2. Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:

a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.

- b. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
- c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

Response: No additional land uses are being added.

3. Criteria to achieve bonus(es):

- a. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, in the vicinity where the development will be located.

Response: No additional bonuses are being proposed for height and density with this application.

Our Concluding response:

The project will require platting for the new parcel creation and easements will be required. Since that we are proposing a density transfer between the property north of the alley to contain 121 units and the property south of the alley to contain 9 units, a PBD will come into effect. For the Scottsdale Residences multi-family building, we are amending development standards with the PBD for setbacks and stepbacks. The developer is requesting the zoning for this site to be designated as a D/DMU-2 PBD DO.

The development plan has been tailored to reflect the goals and policies of the Character & Design Chapter of the downtown plan for a Type 2 area. However, the request for the building's amended stepbacks propose the fourth be in conformance with new proposed stepbacks.

The development plan has incorporated an 8' width sidewalk along Main Street and 69th Street. It also has 6' wide sidewalks that link the building entrances to the 8' wide sidewalks along the street. ADA compliant ramps have been provided at the corner of Main Street and 69th Street as well as the crossing along 69th Street at the Alley. The overall building form has been carefully considered to address the human scale. The massing has been broken up to eliminate the impression of a large monolithic building. This has been achieved by giving the building a strong base at the pedestrian level which is accented by a textured stone. The building mass is broken up by the rhythm of framed architectural elements that anchor the balconies along the street edge of Main Street and 69th Street. A 7' long shaded canopy extends outward from the building to address the entry near the north east corner of the building.

The pedestrian circulation along Main Street and 69th Street has been enhanced by providing a series of street trees for shade along the sidewalk as well as palm trees to provide a decorative element along the street edge. The sidewalks are shaded and balanced with vegetation to give the pedestrians a sense of safety and comfort while providing a barrier from vehicular traffic.

This new development will be a positive growth for the community and it will support the land use elements of the General Plan and the Downtown Plan. The developer plans to invest a great deal of effort into this multi-family project to help revitalize and boost Scottsdale's current vibrant growth. This multi-family project will be the home to many hardworking individuals who will have the opportunity to enjoy the amenities and historic culture that Downtown Scottsdale has to offer. The development of this site will help rejuvenate and strengthen the downtown core by the addition of a new, modern-style, innovative design that will shape and add value to the strong character of Downtown Scottsdale.

Conclusion

Downtown Scottsdale is a community where residents and visitors enjoy an enhanced standard and quality of life. The cultural amenities, shops, restaurants, resorts and range of employment opportunities found within Downtown contribute to Scottsdale's well-earned reputation as a premier destination and place to live, play and work. The assemblage and redevelopment of these parcels will play a meaningful role in the fabric of Scottsdale's Downtown by implementing the goals and policies set forth in both the General Plan and Downtown Plan. Main Street Scottsdale LLLP is dedicated to reinvesting in Downtown Scottsdale by creating a residential development that will continue to build upon the existing successful urban character in an evolving mixed-use core.